



Team Kentucky Virtual Job Fair Workgroup

Minutes

December 2, 2025

1:00 – 2:00 pm EDT

Via Zoom Meeting

Attendees: James Hensley, Tom Thompson, Mathew Aaron, Hilary Witt, and Millie Stevens, and Karl Fratzke

Staff: Sara Jagers

1:00 pm Welcome and Results (April-September 2025)

James Hensley, Public Information Officer, Kentucky Department of Veteran Affairs, opened the meeting by thanking participants for their involvement in the workgroup and shared results from the November virtual job fair, which was reported as successful, with 191 job seekers and 22 employers participating. Leadership expressed strong support for continuing and expanding the initiative and discussed plans to hire additional support to help grow the program.

Marketing efforts were reviewed, including social media promotion and press releases, which corresponded with increased registration. Feedback was requested on outreach strategies, particularly as the January 21 job fair will expand to nationwide participation. Suggestions included broader sharing through schools, libraries, and other community partners.

The group discussed opportunities to promote the job fair to high school students and educators as a way to provide early exposure to job searching, interviewing, and resume building. Concerns were raised regarding compliance with state laws related to electronic communications with students. It was agreed that legal review is needed to determine whether the platform's chat and record-keeping features meet statutory requirements before schools promote participation. KDVA staff will seek guidance from legal counsel and relevant agencies.

Additional discussion focused on future meeting structure, with a proposal to shift routine updates to email unless a meeting is needed. Marketing materials were also discussed, and the group agreed to discontinue sector-specific promotion while continuing to refresh imagery to keep materials engaging.

The meeting concluded with next steps for KDVA to seek legal clarification, continue refining outreach strategies, and prepare for the January virtual job fair.

1:22 am Adjournment